

Another example is the program for market segmentation. Usually segments have to be found or constructed on the basis of information provided by results of an empirical survey or a database resulting from a customer loyalty program. However, marketer does not have enough prior knowledge to suggest relevant grouping characteristics. There exists an abundance of software packages for market segmentation and estimating choice models. One of them is GLIMMIX package. Usage requires familiarization with the software and the tedious task of data import/export into the mixture modelling software. Post-processing and visualization of results could be exported to the user's favorite data analysis environment [3, 4].

Microsoft Excel also allows to get more rich, useful information out of data and to build a profile of data-driven marketing techniques. These tools are Frequency Distribution (Histogram), Descriptive Statistics, Statistical Testing, Cross-Tabulation, Correlations, Linear Regressions, Text Analytics etc.

So, we can make a conclusion, that information technologies have become an important part of marketing science. They can help to fill gaps in understanding theoretical and mathematical procedures as well as provide numerical approximations to computationally exact solutions.

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FEATURES OF SALES PROMOTION IN RETAIL MARKETS

Key words: sales promotion, retail markets

In the thesis work the lingerie store Oysho. Oysho lingerie shop, which appeared on the market in 2001 as part of a business project known company Inditex Group. The company includes such stores as Zara, Bershka, Pull & Bear and many other Spanish companies focused on the production and sale of clothing.

The store "Oysho" a wide range of products: everyday underwear style comfort, exquisite clothes for special occasions, nightgowns, negligees, cozy pajamas, bathrobes, homemade suits and stylish accessories in the form of bandages to sleep, hrilok, couplings and slippers. With this, every visitor can easily find something for yourself or your loved ones.

The image of every woman starts with underwear. To feel like a real woman, seductress, the most beautiful in the world its charm should start with the selection of

underwear! In no case can not wear a chic dress does not produmavshy set of underwear! This underwear store Oysho will allow you to enjoy the benefits of figures.

Oysho - shop aims to meet only women need intimate wardrobe.

The purpose of the enterprise:

- ☐ increase the number of customers by 13%, and increase profitability by 14 million USD. season to 18000000 USD;
- ☐ increasing the number of potential customers for the development of loyalty programs in the form of bonus cards.

For this company it is advisable to enter a bonus cards that are planned for the year will increase the number of customers by 13% and increase profit at 4000000.

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STORYTELLING IN MODERN MARKETING

Key words: modern marketing

Nowadays height of quantity and quality of content aimed at the promotion of a product and services, led to a change in attitude of the audience to conventional methods of marketing. The tools that we used to take effective, already haven't sufficient impact on the consumer. In order to keep up with innovations and succeed in the market, marketers often have to turn to new tools of interaction with customers. But as we know, something new - is just well forgotten old. In the case of storytelling – it is old way which used to inform the target group relevant information and well customized under current trends.

In broad sense, storytelling - is the transfer of information through interesting instructive stories. In ancient times it was used to transfer tales, myths and other types of folklore. In 21th century storytelling gets popular in pedagogical practice, film making, journalism, and marketing.

In modern marketing storytelling give an opportunity to create a story around the brand, product or service to promote them to target markets. It informs the buyer as much as possible about the benefits of products in an unobtrusive manner. Based on data of the target segments of consumers, marketers are creating story, focusing on key phrases and situations close to the client. In due to his unusual, but plain and simple means of presenting information storytelling sets the emotional interaction between producer and consumer, and stirs him to action.

As a tool of PR-activity, storytelling provides more emotional saturation and brightness of the company face, creating her image, provides simplified information on the aspects of production, and also inform the consumer about the release of a new product. In PR storytelling use various types of media. It helps bring the brand to the customer, to create trusting relationships with customers and partners, makes the company more attractive to new staff.